

News and Information

from the Tennessee Division of Consumer Affairs

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DIVISION OFFERS HIGH SCHOOL STUDENTS THE ULTIMATE CONSUMER CHALLENGE

NASHVILLE, Tenn.--The Tennessee Division of Consumer Affairs announces the third annual *LifeSmarts...the ultimate consumer challenge* competition for high school students.

The *LifeSmarts* challenge begins Nov. 1, 1999 with a statewide interactive Internet competition. The winning teams will face-off at the state finals on Feb. 18-19, 1999 in Nashville, Tenn. and the Tennessee *LifeSmarts* champions will advance to the national competition in Minneapolis, Minn. in April.

"LifeSmarts is a fun and challenging way for students to learn valuable consumer skills that will empower them to combat fraud and exercise their consumer rights," said Mark Williams, Director of the Tennessee Division of Consumer Affairs. "This national consumer education program is also a great learning tool in the classroom. Teachers integrate *LifeSmarts* into a variety of subjects from economics and marketing to social studies."

Registration is Oct. 1, 1999 through Oct. 31, 1999. Teachers and students interested in participating must register through the Tennessee *LifeSmarts* web site at www.state.tn.us/consumer/lifesmarts.

"Last year's participation doubled from the year before, and we hope to double it again this year. The overwhelming response is proof of the competition's exciting and unique brand of consumer education," said Wendy Waldron, Tennessee Division of Consumer Affairs *LifeSmarts* coordinator. "The students have a great time learning how to be responsible consumers."

LifeSmarts is a coordinated effort between the Tennessee Division of Consumer Affairs and the National Coalition for Consumer Education, a nonprofit partnership of professionals from the public and private sectors.